



TAEP Producer Diversification Program Fruits & Vegetables Criteria For Fiscal Year 2013 – 2014

Program Criteria:

- This information is current as of **April 12, 2013** and is a supplement to the TAEP 2013 Application and Guidelines.
- **Producers** are eligible for the following cost share percentages for qualified expenses:
 - **Standard Producer** - 35% cost share up to a maximum of \$10,000.
 - **Master Producer** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements.
- The proposed activity must encompass **quality expansion** or **improvement** of the applicant's business. Eligible categories include:
 - Farm Infrastructure
 - Specialty Equipment
 - Marketing

Competitive Projects – Fruits & Vegetables:

Priority is given to projects that are focused on improving or increasing production. Marketing projects are allowed but are not considered as competitive as those involving production.

Master Producer Cost Share – Special Requirements for 50% Cost Share:

Who is eligible?

The Fruits and Vegetables sector includes Viticulture. Applicant has **two** options to qualify for 50% cost share.

Option 1

Applicant must have attended two events from the list below. One event **MUST** be a Tennessee Horticultural Expo.

- Tennessee Horticultural Expo
- Direct Marketing Workshop
- Good Ag Practices (GAP) Food Safety Workshop

Option 2

Producers that are GAP certified through an up to date audit at the time of reimbursement can qualify for 50% with their certification.

For those that choose Option 1, below is a list of eligible events. This is not a complete list of events. This document will be updated on our web site as additional events are planned.

- TN Horticultural Expo
 - January 2011 – Nashville Airport Marriott – Nashville, TN
 - January 2012 – Nashville Airport Marriott – Nashville, TN
 - January 2013 – Nashville Airport Marriott – Nashville, TN
 - January 2014 – Nashville Airport Marriott – Nashville, TN
- GAP Food Safety Workshop
 - February 7, 2011 – Fayetteville, TN
 - May 12, 2011 – Grainger Co, TN
 - October 17, 2011 – Greeneville, TN
 - February 16, 2012 – Unicoi, TN
 - February 28, 2012 – Pikeville, TN
 - March 5, 2012 – Clarksville, TN
 - PMA & Sysco Workshop - February 6, 2013 – Knoxville, TN
 - Cornell GAPs Online Produce Safety Course
 - TBD – 2013-2014 if available
- Center for Profitable Agriculture – Direct Farm Marketing for Success IV: “Tools for Marketing on the Web” Workshop
 - February 24, 2011 – White Pine, TN
 - March 8, 2011 – Jackson, TN
 - March 9, 2011 – Nashville, TN
 - March 10, 2011 – Cookeville, TN
 - April 1, 2011 – Monteagle, TN

- Center for Profitable Agriculture – Direct Farm Marketing for Success V:
“Using Computer Records to Boost Your Business” Workshop
 - March 7, 2012 – White Pine, TN
 - March 8, 2012 – Cookeville, TN
 - March 14, 2012 – Spring Hill, TN
 - March 15, 2012 – Jackson, TN
 - March 22, 2012 – Monteagle, TN
- Center for Profitable Ag – Tools/Strategies to Upgrade Your Social Media Impact
 - August 21, 2012 – Knoxville, TN
 - August 22, 2012 – Murfreesboro, TN
 - August 23, 2012 – Jackson, TN
- Center for Profitable Ag – Direct Farm Marketing Workshop
 - TBD – 2013-2014 when available

What items require the GAP Food Safety Workshop for 50% cost share?

Produce packing facilities –

- Structure
- Electrical
- Plumbing
- Packing line/washing equipment
- Loading Dock

Food grade materials needed for a GAP plan –

- Plastic harvest bins/lugs
- Plastic storage bins
- Plastic pallets

Hand washing stations and permanent restroom facilities for workers –

- Stand alone structure or part of packing facility
- Sinks
- Toilets
- Plumbing
- Electrical

Examples of Eligible Items:

Bladder press (grape)	- Chilling units	Fan – greenhouse
Crusher/destemmer	- Freezer	Fertilizer equipment
<u>Cold Storage –</u>	- Walk-In Cooler	Field planter

Filter system - *irrigation*
 Filter pump – *irrigation*
 Freezer
Fruit stock
 - *apples*
 - *blackberries*
 - *blueberries*
 - *grapes*
 - *peaches*
 - *raspberries*
Gravel-
 - *foundation*
 - *propagation area*
Greenhouse-
 - *hydroponic*
 - *overwintering*
 - *production*
 - *shade system*
 Harvest Bins
 Harvest Lugs
 Heater - *greenhouse*
 High tunnel/hoophouse
Irrigation -

- *controller system*
 - *drip*
 - *fertigation system*
 - *filter system*
 - *frost protection*
 - *overhead*
 - *pivot*
 - *pump*
 - *storage tanks*
Lighting -
 - *greenhouse*
 - *pavilion/retail shelter*
 - *not for aesthetics*
 Loading area/dock
 Mechanical Harvesters
 Mulch machine
 Mulch layer/lifter
 Must pump
 Packing building
 Packing line equipment
Pest control –
 -*bird control netting*
 -*sprayer*

- *wildlife barriers*
 Pond liner- *irrigation system*
 Production line equip.
 Pruner - *mechanical*
 Pump – *irrigation, filter*
 Row covers – *frost protection*
 Signs
 Sink – *produce washing*
 Soil mixer
 Spray equipment
 Sprayer
 Thermostat – *greenhouse*
 Trellis materials
 Vineyard hoe
 Walk-in cooler
 Water level control
 Water storage tanks
 Website development
 Wood boiler

Examples of Ineligible Items:

Advertising
 ATV
 Brochures
 Building – *storage*
 Chemicals
 Computers
 Containers - *bottles, pots*
 Driveways
 Electrical service
Fees
 - *domain*
 - *hosting*
 - *membership*
 Fencing
 Fertilizer
 Forklift

Fuel
 Give-a-way items
 Golf Cart
 Insecticides
 Labor – *applicant or employees of applicant*
 Landscaping
 Land – *clearing of*
 Maintenance of existing structures
 Meeting expenses
 Merchandise
 Motorized vehicles
 Mower
 Office equipment
 Permits
 Pesticides

Plants – *liners/plugs*
 Ponds – *digging of for a water source*
 Product development
 Property – *purchase or debt payment*
 Renovations of existing structures
 Seeds – *produce, nursery, flowers, etc*
 Software
 Store - *general*
 Tractor
 Trade show expenses
 Trailers – *livestock*
 Used equipment

Water source creation –
ponds/wells

Website – *annual or*
hosting fees

Wells – *drilling of*
Winemaking equipment

Contact:

- For more information regarding the TAEP Producer Diversification Program – contact **Justin Bryant** at 615-837-5323 or Producer.Diversification@tn.gov
- For information regarding TDA Market Development – Fruit and Vegetables & Viticulture – contact **Tammy Algood** at 615-837-5347 or Tammy.Algood@tn.gov
- Check for updates at: www.tn.gov/taep or 1-800-342-8206